

SELECTIVE PROCESSING OF DATA EMBEDDED IN A MULTIMEDIA FILE

ABSTRACT OF THE DISCLOSURE

5 ~~The present invention is directed to~~ ^A method for encoding of media files to
embed a data segment and time restriction information into the media file in order to
restrict the time period when decoding and processing of the embedded data segment can
be performed. ^{is described.} The media file is capable of being decoded for playback as a media
stream. ~~The inventive method~~ ^{it} also includes a method for decoding the data segment as
the encoded media file is reproduced as a media stream only during a specified time
10 period as compared to the current time of day and/or date when the media stream is being
played back. The restrictions preferably include a time tag specifying the start of a time
period for reproducing the data segment or a time tag specifying the end of the time
period, or both, in which case the time tags specify the start and end of the time period.
15 ~~In one embodiment,~~ The reproducing of the data segment includes subsequent processing
for enabling the data to be displayed to a user. The ~~disclosed~~ method is capable of
decoding previously encoded media files with embedded data for reproduction only
during a predetermined time period specified by the corresponding time tags.

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